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MEMORANDUM FOR: Associate Deputy Director for Administration

FROM : Harry E. Fitzwater
Director of Training

James H. McDonald
Director of Logistics

SUBJECT : Presentational Means Workshop

REFERENCE : Draft memo to DDCI fm DD/S&T and DDI,
subject: Request for Funding of
Presentational Means Workshop (DDI
1244-77; DDS&T 1435-77; ORD 745-77)

1. Action Requested: None; for information only. This memorandum is in response to a requirement for a DDA position with respect to the establishment of a Presentational Means Workshop. There are no objections to the workshop concept but considerable preliminary coordination and planning will be necessary. Representatives of the Office of Training (OTR) and the Office of Logistics (OL) coordinated in formulating this position.

2. Background:

a. With respect to the establishment of a Presentational Means Workshop, OTR is moving ahead with plans for a color television capability of its own and is anxious that these plans do not duplicate or in any way conflict with other Agency plans. Given the locations, intent, audiences served, and quality of equipment, we are confident that there is no conflict. An OTR facility would address a unique training/instructional mission--as opposed to informational needs, which appears to be the focus of the workshop.

b. With regard to operating personnel, there may be areas of potential overlap which can be eliminated by the sharing of certain key individuals. For example, it would not seem cost effective for each television installation to have its own video engineer.

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c. After the initial "tryout" of the workshop has been completed and it becomes operational, consideration might also be given to sharing the central television facility's production time to produce instructional programs. Such productions would, of course, be carefully selected and scheduled so as not to conflict with operational missions.

d. Beyond these brief thoughts, OTR finds no fault with the workshop concept or plan.

e. From the standpoint of OL the establishment of a Presentational Means Workshop has short and long term impacts which are not addressed in the referenced request for funding. In the short term the tasks of locating and preparing the requisite space would fall to OL. If the space requirement stated in the funding request is accurate OL will have to find 1,760 square feet of headquarters space. It will then be necessary to make a large portion of this space, plus areas already belonging to the DDI, suitable for housing computer-based electronic hardware.

f. For the short and long terms consideration must also be given to the manpower requirements involved in supporting the workshop's experimental functions and the production programs developing from them. The production of video, briefing, and paper products will have seemingly significant effects on the resources of the Printing and Photography Division (P&PD), although at this time it is not possible to quantify these requirements. The filming and processing of material for video disk production, and the processing of Genographics products will impact on P&PD's Photography Branch manpower, and the entire printing plant will be affected by both experimental and programmed paper media production.

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g. We, therefore, have no objection to the workshop concept nor do we see insurmountable problems; however, considerable preliminary coordinating and planning among the affected components will be necessary.


Harry E. Fitzwater

/s/ James H. McDonald
James H. McDonald

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